



State of North Carolina
Office of the Governor

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GOV. EASLEY AWARDS TOURISM MARKETING GRANTS
Funds will help promote North Carolina's \$14 billion Tourism Industry

RALEIGH—Gov. Mike Easley today announced that nearly \$130,000 in matching grants have been awarded for 24 tourism-based marketing initiatives across the state. The grants range from \$1,700 to \$6,500 based on the county's economic tier ranking, and are matched by local funds.

"Tourism is one of North Carolina's largest industries, with visitors spending more than \$14 billion last year and generating more than 185,000 jobs," Easley said. "These grants allow communities to promote their areas of the state as travel destinations and will help North Carolina maintain its ranking as one of the Top 10 most visited states in the country."

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development coordinates the matching funds grants program. Eligible applicants include destination marketing organizations, local government agencies and non-profit groups with a tourism focus.

Grants awarded for 2006 include:

- **Beaufort County Committee of 100** (Beaufort County) - A \$6,500 grant will support promotion of the Super Boat International Grand Prix boat races.
- **Blue Ridge Mountain Host** (Buncombe, Burke, Henderson, Madison, McDowell, Mitchell, Polk, Rutherford, Transylvania, and Yancey counties) - A \$3,000 grant will fund online advertisement with "Southern Living" magazine.
- **Cardinal Foundation** (statewide) - A \$1,700 grant will fund paid ad placement in targeted print media to promote the N.C. Birding Trail.
- **Friends of the North Carolina Museum of Forestry** (Columbus County) - A \$6,500 grant will support a cooperative marketing program for attractions in the Cape Fear region.
- **Greene County Economic Development** (Greene County) - A \$6,200 grant will be used to develop the county's first online visitor guide.

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